

Highlights from Saunders Students on Co-op

What do you do?

I've learned so much about marketing, social media marketing, and digital/online marketing, I am absolutely loving it! My talents and assets have helped the company out in a number of ways, including running several social media accounts, performing SEO audits, developing content for blogs, engaging in CRM and implementing a marketing plan for White Box Social Intelligence, the restaurant industry's first location-based social media listening platform. I also attended and worked the Summer Brand Camp conference for the restaurant industry. It feels good taking initiative and getting things done for the company!

What is great about your co-op?

The TDn2K office is located in Dallas, TX, a place I had never been before. I have now learned that I love Dallas and want to move here after I graduate! I have always wanted to work in the food service industry and this position was the perfect opportunity. In my position, I am constantly busy with projects and tasks and even had the opportunity to initiate my own project that involved helping the company with their SEO and getting them higher up on the organic search list.

Why Saunders/RIT?

I choose RIT for the co-op opportunities. In my co-op, learned so much about marketing, social media marketing, and digital/online marketing.

Marketing Class of 2016

Co-op Company: TDn2K: Transforming Data Into Knowledge

Co-op Position: Marketing Intern



Catherine Kaucic

My first goal is to be a marketing professional for the Food Network in Los Angeles. I've always wanted to work for the food industry. In time, I would love to be the CMO or CEO of a food service



TDn2K is a market research firm that specializes in providing workforce data, sales data and social data reporting for the Restaurant Industry.

Find Catherine On LinkedIn: [linkedin.com/pub/catherine-kaucic/a7/857/a58](https://www.linkedin.com/pub/catherine-kaucic/a7/857/a58)

DAY ONE | career ready

- Strong industry connections, offering real world experiences in and outside of the classroom
- Among the world's oldest and largest cooperative educational programs
- 94% placement rates, or higher

DAY ONE | enterprising mindset

- Pioneering Biz 1-2 program
- #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
- Ranked #21 nationally for entrepreneurship

DAY ONE | stand out

- Over 80 minors available at all 9 RIT colleges
- Nationally recognized programs in engineering, technology, arts, and design
- Students develop unique personal brands that employers seek

DAY ONE | connected

- Small class sizes, 100% taught by faculty
- Low student to faculty ratios, and highly accessible faculty
- Plugged into over 110,000 RIT alumni and large university resources